

Multicultural Creative Backgrounder

VERB.™ It's what you do.

General Market

Target Audience:

Primary: children ages 9 to 13, also referred to as tweens, from all ethnic and socioeconomic groups.

Secondary: parents, guardians, youth leaders, educators and other adult influencers.

Advertising Objectives:

- The first year of the five-year strategic campaign is focused on introducing and raising awareness of the VERB brand, getting tweens excited about increasing the amount of positive activity in their lives, as well as helping parents see the importance of positive activity to the overall health of their children.

The initial phase of the ad campaign was launched in June 2002 and will run 52 consecutive weeks.

October 2002 marked the full-fledged launch of the campaign.

- To encourage tweens to try new things by finding a VERB or several VERBs that fit their personality and interests and to use them as a launching pad to better health. While the vision of the brand is to make regular, positive activity a lifetime pursuit, the brand will not communicate a negative health message. Moreover, the campaign aims to introduce and raise awareness of the VERB brand among tweens, and get them excited about increasing the amount of positive activity in their lives.

TV Spot 1:

The first fall TV spot portrays animated tweens, made up of different VERBS, morphing into real tweens demonstrating different ways to do a variety of VERBS. The spot conveys the idea that getting up and getting active is fun and you might discover something new you like to do, essentially revealing the excitement of exploring and finding your own VERB.

TV Spots 2-5:

Each of these spots celebrates one VERB, demonstrating a variety of ways real tweens can perform that VERB or activity. The spots also feature a celebrity famous for the VERB, demonstrating the VERB and claiming it as his or her own. The

celebrities not only add an element of "cool" to the campaign, they provide an aspirational message to children about the benefit of discovering a VERB and sticking with it. The spot ends with a call to action, guiding tweens to the Web site, www.VERBnow.com, for more ideas about how to find their VERB.

Print Advertisements:

The print ad depicts a tween whose body is made up of different activities. The headline reads: "Do What Moves You," communicating that exploration is key to discovering your VERB.

Radio Spots:

The radio spots portray a tween finding something that he or she likes and gives a message about the benefit of discovering new things. The ads capture the tween's excitement at the very moment of finding his or her VERB.

African American
Target Audience:

Primary: African American children ages 9 to 13, also referred to as tweens, primarily from urban African American or ethnic neighborhoods.

Secondary: parents, guardians, youth leaders, educators and other adult influencers.

Advertising Objectives:

- The first year of the five-year strategic campaign is focused on introducing and raising awareness of the VERB brand, getting tweens excited about increasing the amount of positive activity in their lives, as well as helping adult influencers see the importance of positive activity to the overall health and development of their children.

The initial phase of the ad campaign was launched in June 2002 and will run 52 consecutive weeks. October 2002 marked the full-fledged launch of the campaign.

- To encourage tweens to try new things by finding a VERB or several VERBs that fit their personality and interests and to use them as a launching pad to better health. While the vision of the brand is to make regular, positive activity a lifetime pursuit, the brand will not communicate a negative health message. Moreover, the campaign aims to introduce and raise awareness of the VERB brand among African American tweens, and get

them excited about increasing the amount of positive activity in their lives.

TV Spot:

The first TV spot portrays boys and girls from varied ethnic backgrounds participating in some of their favorite VERBs or activities. The spot is designed to show children in both urban and suburban settings participating in varied positive activities.

Spot 2 (Bow Wow PSA):

Capitalizing on the popularity of film and rap star Bow Wow, the agency shot a behind-the-scenes segment featuring Bow Wow discussing his favorite VERBs and encouraging children to find a VERB and visit the VERB Web site, www.VERBnow.com.

Print Advertisements:

The print ad depicts tweens of different ages, sizes and ethnic origins in a montage of VERBs. The print ad has different copy versions for tweens and adults.

Radio Spots:

The radio spots highlight tweens in proud testimony to the VERBs that they like to do. The 30-second spot features approximately 10 tweens shouting out their VERBs and encouraging other tweens to find their VERB.

A second radio spot featuring Bow Wow discussing his favorite VERBs is being used strictly for PSA purposes.

Hispanic/Latino - VERB.™ Ponte Las Pilas.

Target Audience:

Primary: Bilingual and Spanish-dominant Hispanic/Latino children ages 9 to 13, also referred to as tweens.

Secondary: Spanish-dominant parents (especially mothers) or guardians.

Advertising Objectives:

- The first year of the five-year strategic campaign is focused on introducing and raising awareness of the VERB brand, getting tweens excited about increasing the amount of positive activity in their lives, as well as helping parents see the importance of positive activity to the overall health of their children.

The full-fledged launch of the Hispanic/Latino ad campaign began in October 2002 and will run 28 consecutive weeks.

- To encourage Hispanic/Latino tweens to discover their potential by trying new things and finding a VERB or several VERBs that fit their personality and interests. The vision of the brand is to make regular positive activity something Hispanic/Latino youth can see as relevant to them and accessible. It will inspire children to get up and get active by helping them see the thrill of discovering new activities and pursuing their interests.

Tween TV Spots:

The two tween TV spots portray tweens coming across ordinary objects that trigger their “undiscovered potential” to seep out. They demonstrate different ways to do a variety of VERBs. The spots convey the idea that those things that you can imagine yourself doing can become a reality through activity — essentially revealing the excitement of exploring and finding your own VERB.

Parent TV Spots:

This spot portrays a mother who is supporting her Hispanic/Latino tween in an activity. It plays on the comedic stereotype that Hispanic/Latino mothers are very loud by showing a mother shouting until you realize she is actually cheering. The idea is to convey to parents, especially Hispanic/Latino mothers, that supporting your tweens in positive activity is not only healthy for them, but for the entire family.

Print Advertisements:

The tween print ads depict tweens participating in an activity that not only makes them *do* a VERB, but also makes them *feel* the VERB. VERBs with double meanings were chosen to exemplify this. The tag, “Ponte Las Pilas,” is a strong call to action to get moving.

Radio Spots:

The radio spots portray different tweens telling a story by finishing each other’s sentence with the VERB they would like to do. The ads capture the tweens’ excitement at the very moment they start imagining what their VERB would feel like.

Asian American/Pacific Islander

Target Audience:

Primary: Asian American/Pacific Islander (Chinese/Korean/Vietnamese/Filipino/Asian Indian) adult parents and influencers, including teachers and counselors. First generation, foreign-born and in-language dependent.

Predominantly avid consumers of in-language/in-culture media.

Secondary: Asian American/Pacific Islander children ages 9 to 13. Bicultural: Parents are predominantly first generation.

Advertising Objectives: — The first year of the five-year strategic campaign is focused on educating Asian-American parents and influencers to see the importance of positive activity to the overall health of their children. Moreover, the campaign aims to introduce and raise awareness of the VERB brand among Asian American tweens, and get them excited about increasing the amount of positive activity in their lives.

The initial phase of the campaign, which targeted only parents and influencers using paid backgrounders, was launched June 2002. The full launch of the Asian American ad campaign (targeting parents, influencers and tweens) began in October 2002 and will run through March 2003.

— To encourage Asian American parents and influencers to be active in supporting regular, positive activity in their tweens.

To encourage Asian American tweens to try new things by finding a VERB or several VERBs that fit their personality and interests and to use them as a launching pad to better health. While the vision of the brand is to make regular, positive activity a lifetime pursuit, the brand will not communicate a negative health message. Rather, it will inspire children to get up and get active by helping them see the thrill of discovering new activities and pursuing their interests.

Tween Spot 1, “Reserved”: “Reserved” explodes with bright colors and rock music as it pans across the screen featuring multicultural tweens (predominantly Asian) demonstrating their VERB on a grassy hill (i.e., cheerleading, soccer, snowboarding, gardening, musical quartet, etc.). As the panning continues, seasons change according to the VERB being demonstrated, and at the end the pan stops and comes back to focus on the only empty spot within the entire commercial, as the word “YOU” appears in

this spot. The message to tweens is that the spot is “reserved for you and your VERB” and that “there’s a VERB for everyone.” This is a commercial to show children all the activities out there, and to inspire them to try one.

Adult Spots 2-3, “Deserted”: Shots of locations where children usually play (a baseball field, soccer field, ice rink, beach, basketball court, music room, tennis court, tae kwon do studio, track, etc.) are left deserted. The sounds of children’s voices/laughter accompany each scene, along with the sounds specific to each location (i.e., dribbling a basketball on the court) as if these locations were filled with active children. The idea is to convey to parents that places that nurture healthy, happy children should not be deserted. Parents should encourage their children to go out and play and fill these empty spaces.

Adult Print Advertisements “Deserted”: The first two print ads, targeted to parents, depict an empty soccer field with the words “Your child here” positioned in various places where their children should be.

The second print ad, targeted to influencers, follows along the lines of the first ad, and shows an empty music room with a variety of phrases (“Your brother here,” “Your student here,” “Your cousin here,” “Your niece here,” etc.)

The idea for all print ads is that places that nurture healthy, happy children should not be deserted. Parents and influencers should encourage their tweens to go out and play and fill these empty spaces.

Adult Radio Spot: The radio spot uses the audio from the TV spots, and again encourages parents to be active in getting their children out to play in these empty places.

Native American — VERB.™ It’s what you do. Native Style

Target Audience: Primary: Native American children ages 9 to 13.

Secondary: Native American parents, caregivers, influencers and communities.

Advertising Objectives: — The first year of the five-year strategic campaign is focused on introducing and raising awareness of the VERB brand, getting tweens excited about increasing the amount of physical activity in their lives, as well as helping parents see the importance of positive activity to the overall health of their children.

The initial phase of the Native American ad campaign began in November 2002 and will run 21 consecutive weeks.

— To encourage Native American tweens to discover their potential by trying new things and finding a VERB or several VERBs that spark their personality and interests. The vision of the brand is to make regular, positive activity something Native American tweens can see as relevant to them and accessible. Moreover, the campaign aims to introduce and raise awareness of the VERB brand among Native American tweens, and get them excited about increasing the amount of positive activity in their lives.

Print Advertisements: The Native American parent print advertisements key in on positive activities in both a contemporary and traditional nature. The ads provide examples of activities that Native people can engage in with their families, extended families and communities. The narrative encourages parents, caregivers and elders to engage in positive activities for the health of the Native American communities. The ads provide additional impact by featuring visual elements of the diverse landscape common to native lands.

Radio Spots: The tween radio spot communicates the variety of VERBs that are accessible to Native American children. The upbeat tempo, fast-paced spot enhances the activities surrounding these children.

The parent radio spot communicates the difference between the world without VERBs and the world with VERBs, influencing the Native American parents to get their children involved in positive activities.

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